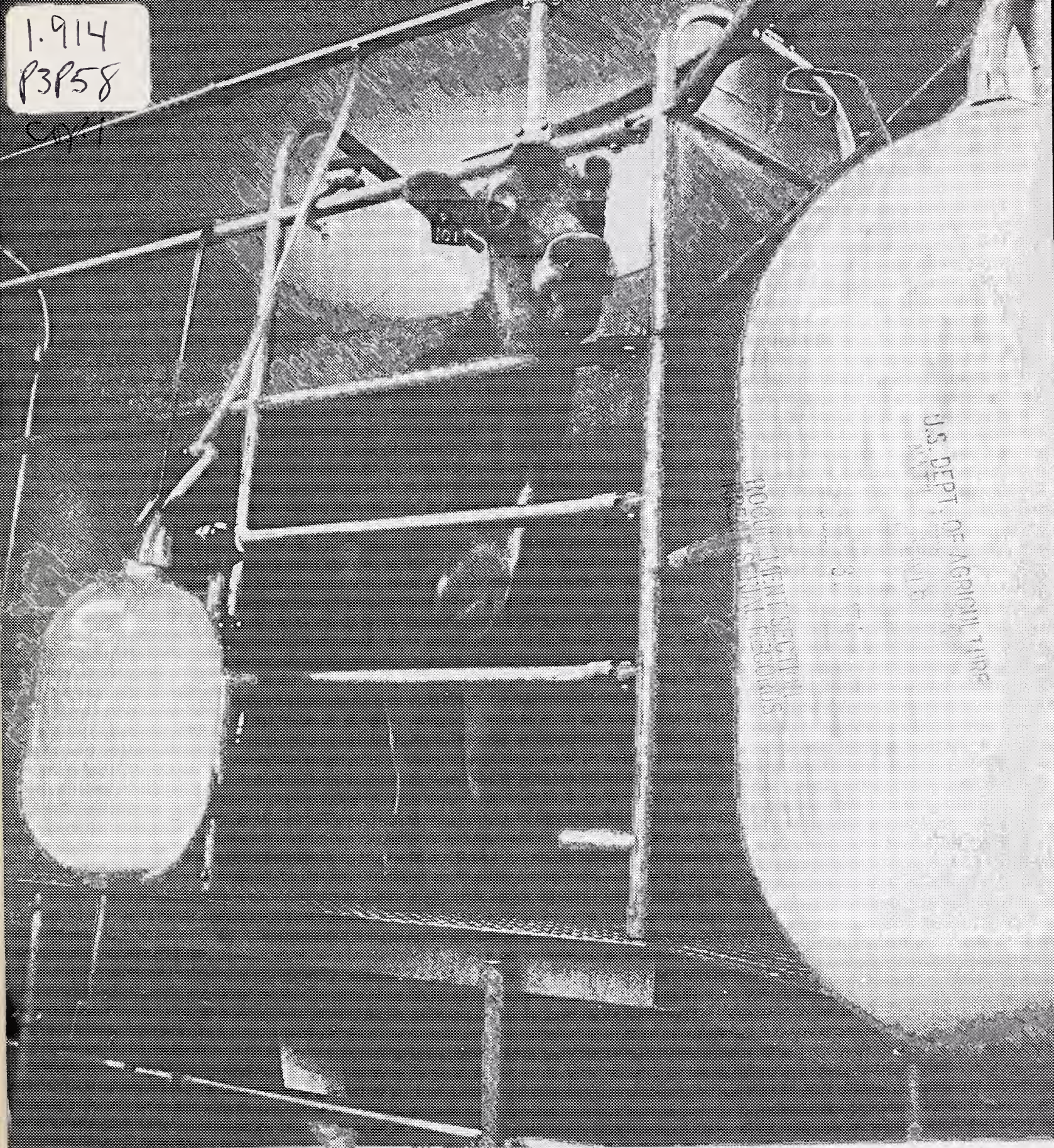


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Fuel For America's Dairies--

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It Takes More than Cows
To Put Milk in the Store

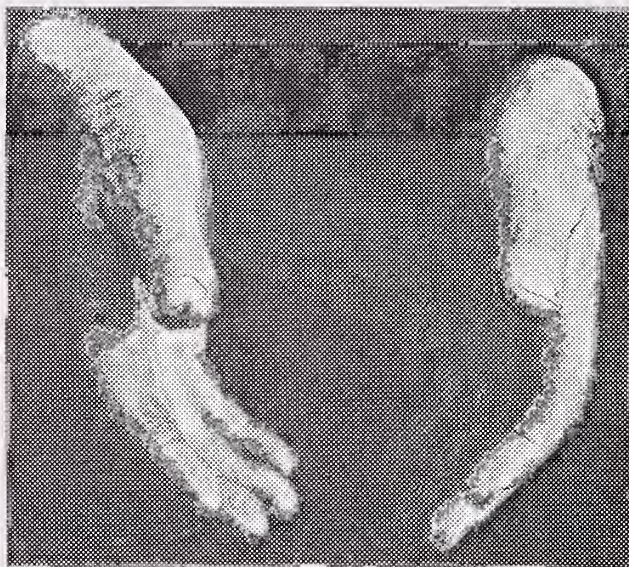
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U.S. DEPARTMENT OF AGRICULTURE.
Picture Story 277

277, 6 p. 212, 1974
OFFICE OF COMMUNICATION
April 1974
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“It
frightens
us
right
now.”



FUEL for J. J. Malnati means milk and thousands of folks in cities and towns in S.C.

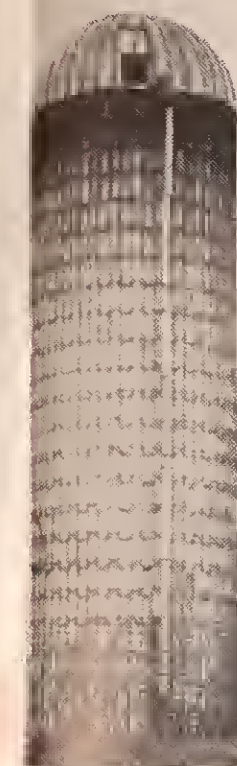
Malnati runs a dairy near Newberry, S.C. land, a huge investment in modern dairy infrastructure. He has fully thought out plans to increase his herd from 120, and a growing concern about fuel.

“It frightens us right now because our system for a 200-cow milking operation,” says Malnati. “For 200 cows we have to raise the roughage, the roughage to Malnati means diesel fuel for the plant, and harvest his crops. It means gasoline to load, haul, store, and distribute them.”

Two hundred cows provide enough milk for Malnati's operation, when he expands, could feed the needs of a town the size of Lancaster, S.C.



*a dairyman's dilemma: how does one
increase milk output in fuel-short times?*



USDA Photographs by David F. Warren and William E. Carnahan

"It
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us
right
now."



FUEL for J. J. Malnati means milk and dairy products to thousands of folks in cities and towns in South Carolina.

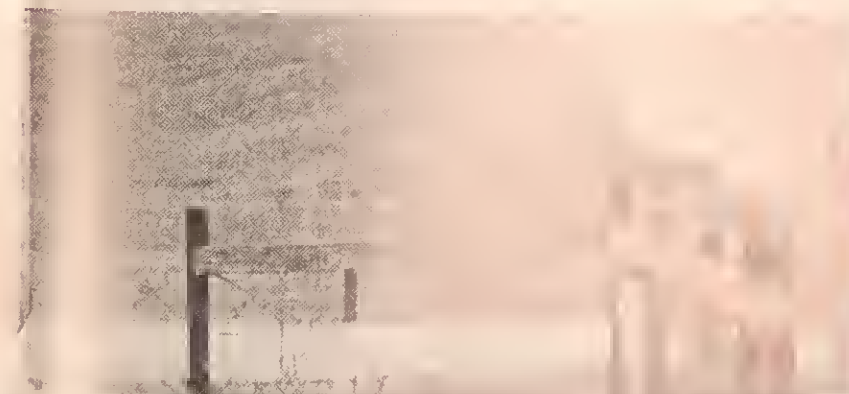
Malnati runs a dairy near Newberry, S.C. He has 650 acres of land, a huge investment in modern dairying equipment, carefully thought out plans to increase his herd from his present level of 120, and a growing concern about fuel.

"It frightens us right now because our system was designed for a 200-cow milking operation," says Malnati. "When we have 200 cows we have to raise the roughage for them." Raising roughage to Malnati means diesel fuel for machines to cultivate, plant, and harvest his crops. It means gasoline for equipment to load, haul, store, and distribute them.

Two hundred cows provide enough milk for 43,000 people. Malnati's operation, when he expands, could supply all the dairy needs of a town the size of Lancaster, S.C.



Malnati (0274K235-35A) ponders the fuel situation as he looks toward the pumps on his farm (0274K217-29). In the two years he has been a dairyman he has seen the price of gasoline used to fill the 500-gallon tanks under the pumps nearly double. His hands (0274K235-18A), make a gesture emphasizing



his concern over the fuel situation. Above, Malnati makes one of his frequent trips with a load of silage to his feeding barn (0274K239-1). Right, part of his herd of Jersey cows await milking (0274K239-11). They are milked twice daily by one man and a helper.





All farmers share Malnati's concern over continued supplies of fuel, and getting it when they need it. The Federal Energy Office, with the help of the U.S. Department of Agriculture, is working to get the fuel to the farmer in time for his production—ahead of it, in fact, so he can plan for the months ahead.

Malnati currently uses 1,500 gallons of diesel and just under 5,000 gallons of gasoline annually. This amount of gas could, if used conservatively, provide transportation for one car owner or family for as long as 10 years.

However, expended on the farm, this gasoline provides all the dairy products, the milk, cheese, ice cream, butter and yogurt, for one year for about 25,000 people.

When he expands his milk production, Malnati is going to need even more fuel. But a lot of people—in places like Lancaster, S.C.—have as much, or more, to gain as he does.

ON THE COVER: Rows of seven cows that can be milked simultaneously in Malnati's rotary milking parlor stands on a slowly revolving platform between two sterilized glass milk containers (0274K231-1A). Powered by a 1-hp electric motor, this unit allows one man to milk 120 cows in two hours. In the past year, however, Malnati has seen his monthly electric bill for his dairy rise from \$85 to over \$100. Gasoline is needed to produce milk, too. LEFT, it powers a machine to scoop silage from a storage bunker and dump it into a trailer fitted with motorized augers to mix the silage with other feed ingredients (0274K228-22A). ABOVE, a gasoline powered tractor (0274K228-22A) pulls the heavy trailer to the cattle barn where power augers shove the feed into troughs. As he steers his heavy loads from point to point, Malnati is increasingly aware that he must keep one eye on the road and one eye on the fuel gauge (0274K225-17A).



Feed
for 200 cows
can mean
milk
for 43,000
human
beings.